

# Chrysanthemums

## STUNNING AND STRONG!

If you're looking for beautiful blooms that will flourish despite the summer heat, then Chrysanthemums have you covered.

Available in a wide variety of head types and colors, these long-lasting beauties are the perfect addition to any summertime bouquet.

So press the easy button this July, and choose some gorgeous Chrysanthemums to impress your customers.

## CONTEST

Send us a picture of your Chrysanthemums arrangement(s) at [marketing@floralife.com](mailto:marketing@floralife.com) for a chance to win our Fresh-Cut Flower Care Kit. We will announce the winner on Monday August 3rd, 2026.

ENTER TO

Win



## CARE AND HANDLING GUIDELINES

### REHYDRATION AND STORAGE

To maximize flower quality and vase life, store flowers dry at **34–38°F (1–3°C)** for as long as possible until they are needed for retail or wholesale display.

Begin processing with clean buckets that have been sanitized using a floral cleaner such as **Floralife® D.C.D.® Cleaner**. If flowers are received dry packed, recut the stems by approximately **1 inch (3cm)** or more using clean, sanitized clippers or a sharp knife. For optimum hydration, treat freshly cut stems with **Floralife® Quick Dip**.

Immediately place flowers into a holding solution such as **Floralife® Express Ultra 200**. Always use clean, high-quality water that has not been treated with a water softener, as elevated salt levels may negatively affect flower performance. Avoid placing flowers directly in metal or galvanized buckets. Store flowers in a cooler at **34–38°F (1–3°C)** with a relative humidity of **75–85%**. Allow a minimum of **2 hours** for proper hydration in an area with good air circulation before further handling or display.

To help maintain consistent freshness, always rotate inventory using the **First In, First Out (FIFO)** method.

### VASE CARE

Before arranging, remove any foliage that will be below the water line to help maintain water quality. For dry-packed flowers, recut the stems by approximately **1 inch (3cm)** or more using clean, sanitized tools and treat with **Floralife® Quick Dip**. Immediately place flowers into a flower food solution such as **Floralife Crystal Clear®** or **Floralife® Express 300** to promote hydration, support flower opening, and maximize vase life.

### COMMON QUALITY ISSUES

The following conditions may occur if flowers are not handled or stored properly:

- **Botrytis** – May develop on blooms if proper temperature and humidity are not maintained.
- **Flower shatter** – Petal loss caused by rough or excessive handling.
- **Yellowing foliage** – May occur as flowers age or as a result of improper care.
- **Browning foliage** – Often associated with dehydration or suboptimal storage conditions.
- **Dehydration** – Can lead to reduced flower quality, poor flower opening, and shortened vase life.

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